Permit #F00040863

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00040863 **Type of Permit:** FILMING **Release Date:** 06/10/2011

Production Company	THE ARSENAL
Insured Company Name	THE ARSENAL FILMS & CREATIVE
Contact Phone No. 1	323-939-9309
Contact Phone No. 2	
Fax	323-939-0451
Address	1274 MEADOWBROOK AVE LOS ANGELES, California 90019
Production Title	HERSHEY'S BLISS JOB#2011-27-LTC
Type of Production	Commercial - Standard

Producer	Ouliud Mouhness
Director	Steve Moyer
1st AD	Jeremy Bronson
Production Manager	Nathan Stoebner
FilmL.A. Coordinator	Hans Groszkruger
Location Manager	Nathan Stoebner
Primary Phone	Mobile - 310-526-1912
Secondary Phone	Office - 323-939-9309
Location Assistant	n/ n/a
Primary Phone	Mobile - 555-555-5555
Secondary Phone	

Fees

Posting 300	$69.00
Posting 900	$207.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY LANE AND STREET CLOSURE FEE	$312.00
LA COUNTY FIRE REVIEW	$282.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,735.00

Number of Locations 2

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Summary Information — Location

Permit Number	F00040863	**Location Manager**	Nathan Stoebner
Production Company	THE ARSENAL	Primary Phone	Mobile - 310-526-1912
Insured Company	THE ARSENAL FILMS & CREATIVE	Secondary Phone	Office - 323-939-9309
Production Title	HERSHEY'S BLISS JOB#2011-27-LT...		

Location Address 8300 Melrose Ave, Los Angeles, CA, 90048

Location Type Vacant Building

Film Dates 6/12/2011 - 6/12/2011 06:00 - 20:00 1 day

Open or Closed to the Public Closed

Generic Conditions
Community Survey Obtained
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached documents
ARSENAL, varsiann amerian(p).pdf
40863_SS_MELROSE_REV3.pdf
Melrose Av Jylu 2009.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	1
Cast/Crew vehicles	30
Cube Trucks	2
Generator	1
Portable restrooms	1
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	40
Spot Check	1

Filming Activities Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 05 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals

LOS ANGELES POLICE DEPARTMENT	Mark Buck
FILM L.A. CLOSURES	Joshua Mingo
LOS ANGELES CITY DEPARTMENT OF PUBLIC WORKS	David Chanquin

Parking
Base Camp
Location Type : Filming Location
Crew Parking
Location Type : Filming Location

Posting "No Parking" signs S/s Melrose Ave, 8300 Melrose Ave. - 8400 Melrose Ave.

Approximate Footage 601 - 900 **Log Number** 17212

Date(s) 6/12/2011 to 6/12/2011 **Time(s)** 06:00 to 22:00

Posting "No Parking" signs W/S Sweetzer Ave, Melrose Ave. - South 2 Meters

Approximate Footage 0 - 300 **Log Number** 17304

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Summary Information — Location

Permit Number	F00040863	**Location Manager**	Nathan Stoebner
Production Company	THE ARSENAL	Primary Phone	Mobile - 310-526-1912
Insured Company	THE ARSENAL FILMS & CREATIVE	Secondary Phone	Office - 323-939-9309
Production Title	HERSHEY'S BLISS JOB#2011-27-LT...		

Date(s) 6/12/2011 to 6/12/2011 **Time(s)** 06:00 to 22:00

Lane / Full Closure S/s curb lane Melrose Ave, 8300 Melrose Ave. - 8400 Melrose Ave.

Approximate Footage 0 - 300

Date(s) 6/12/2011 to 6/12/2011 **Time(s)** 06:00 to 22:00

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Summary Information — Location

Permit Number F00040863
Production Company THE ARSENAL
Insured Company THE ARSENAL FILMS & CREATIVE
Production Title HERSHEY'S BLISS JOB#2011-27-LT...

Location Manager Nathan Stoebner
Primary Phone Mobile - 310-526-1912
Secondary Phone Office - 323-939-9309

Location Address 19802 Placerita Canyon Rd, Los Angeles, CA, 91321

Location Name DISNEY RANCH (GOLDEN OAKS)

Location Type Ranch

Film Dates 6/13/2011 - 6/13/2011 06:00 - 22:00 1 day

Open or Closed to the Public Closed

Generic Conditions
All vehicles must be parked on private property
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
4000 gal water truck	1
5 or 10 ton trucks	1
Cast/Crew vehicles	30
Cube Trucks	2
Generator	1
Portable restrooms	1
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	40
LA County FSA assigned	1

Filming Activities Exterior Dialogue; Interior Dialogue; All on property;

Jurisdiction **Political:** Los Angeles County - Supervisor District 5 **Police:** California Highway Patrol **Fire:** Los Angeles County

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Coordinator Note COUNTY FIRE NUMBER: 11-1348-123 FSA AND 4000 GALLON WATER TRUCK ARE REQUIRED

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

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Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of Arsenal Films ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and t employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: August 6, 2010

Representative's Signature

VARSHAN AMERIAN

Representative's Name (Please Print)

ASST. PROD. SUPERVISOR

Representative's Title (Please Print)

Arsenal Films

Name of Principal (i.e. company name)
(Please Print)

18 West 27th St 5thFL.
NEW YORK, NY 10001

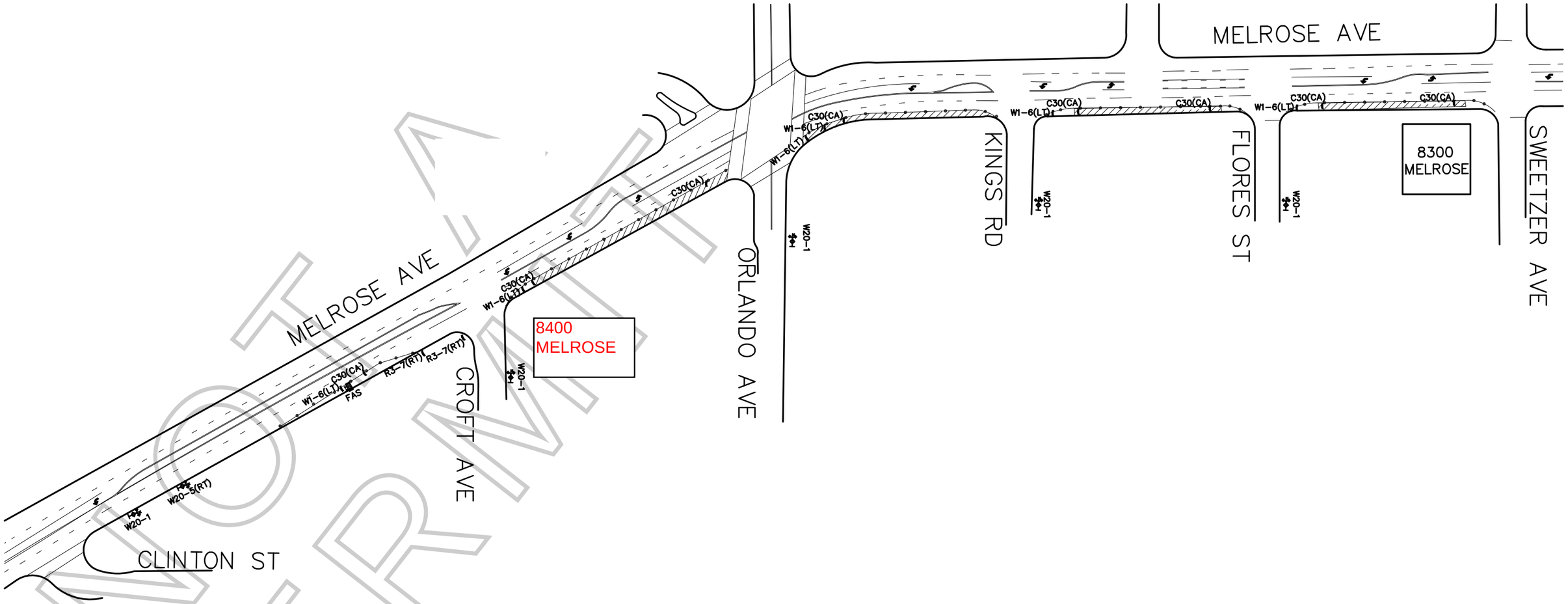
Principal's Mailing Address (Please Print)

212.213.0737

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA. 90028
Ph. 323-465-9179 Fx. 323-465-9869

Permit #F00040863



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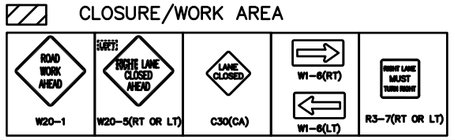
LEGEND:

- ADVANCE WARNING SIGN
- SIGN ON TYPE I BARRICADE
- TRAFFIC CONE 28" (REFLECTIVE)
- FLASHING ARROW SIGN (FAS)
- CLOSURE/WORK AREA



FILM LA COORDINATOR: HANS GROSZKRUGER
FILM LA PERMIT # F-40863

CLOSURE INFO:

S/S CURB LANE OF MELROSE AVE
FROM 8300 MELROSE AVE - 8400 MELROSE AVE
6/12, 0600-2200

ARSENAL
"HERSHEY'S BLISS"
LOCATIONS CONTACT:
CHRIS AGNEW 323.260.4777(4PPS)

N

TCP DRAWN BY:
GRACIELA CUEVAS
PACIFIC TRAFFIC CONTROL, INC.
323.981.0600 PH.
LIC # 944488

GENERAL NOTES:

1. ALL SIGNING, STRIPING, AND TRAFFIC CONTROL DEVICES SHALL CONFORM TO THE CURRENT STATE OF CALIFORNIA DEPARTMENT OF TRANSPORTATION (CALTRANS) STANDARD PLANS AND STANDARD SPECIFICATIONS, CALIFORNIA M.U.T.C.D., AND ANY ADDENDUMS THERTO, AND AS SHOWN ON THESE PLANS.
2. THERE SHALL BE NO INTERFERENCE WITH TRAFFIC SIGNALS OR CROSSWALKS.
3. CONES SHALL BE 28" MINIMUM HEIGHT AND SHALL HAVE REFLECTORIZED SLEEVES FOR NIGHT WORK.
4. POLICE SHALL DIRECT TRAFFIC AS NECESSARY.

SPECIAL FILMING CONDITIONS
MELROSE AVENUE

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The popularity of the "trendy* part of Melrose Avenue has created a number of serious parking problems on Melrose Avenue as well as the side streets to the north and south. To help mitigate the impact of filming on this area, the following Special Filming Conditions now apply.

- **Affected residents/merchants/businesses must be notified at least two (2) days prior to first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*
- **Posting on Melrose Avenue should be kept to a minimum and will require a Filming Survey of all affected merchants.**
- **Cast and crew are not permitted to park on area streets.** *Off-street parking must be provided.*
- **Since permanent signs prohibit parking on the west side of Gardner Street (north of Melrose Avenue), parking/posting can only be allowed on the east side and should be limited to the area between Melrose Avenue and the alley.**

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